



CALPEEK

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P.O. BOX 1468, BEVERLY HILLS, CA 90213 (310)659-0205 FAX(310)657-4340
Dick Rosengarten, Publisher E-Mail calpeek@aol.com

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CAMPAIGN 2000: JUVENILE CRIME INITIATIVE SET FOR MARCH 7 PRIMARY BALLOT. WILSON'S LAST HURRAH.

Editor's note: During *Campaign '98*, former Gov. Pete Wilson(R) had two initiatives he was trying to qualify for the November '98 ballot: educational reform (Permanent Class Size Reduction Initiative) and the Juvenile Crime Initiative. Time ran out and only Wilson's educational reform measure made the Nov. 3rd ballot (where it got mashed by a 63% to 37% margin, thanks to a heavy NO on Prop. 8 effort by the CTA). But the Juvenile Crime initiative did collect enough signatures and it will now appear on the Mar. 7, 2000 ballot. Here's our first update...

...According to **Calpeek** sources, the Sacto office of Stoorza, Ziegau & Metzger will run the YES campaign. And the former governor will be heavily involved, both as the sponsor and as a fundraiser. Right now SZ&M is looking at a budget of about \$1 million, but that could change. There's no money yet, but sources say commitments have been made...

...This statute has a number of different elements which were at one time individual bills that were defeated in the various public safety committees of either the State Assembly or Senate. Some of the bills were by Demos. The CA District Attorneys Assn. (CDA) helped Wilson draft this initiative. The key elements of initiative include: 1) death penalty for gang-related murder; 2) permits wiretapping to combat gang activity; 3) indeterminate life sentences for home-invasion robbery; 4) requires adult trials for juveniles 14 and older charged with murder or specified sex offenses; 5) requires statewide reporting of felony juvenile records. There are other provisions as well. This initiative does **not** lower the death penalty from 18 to 14...

...While this initiative is expected to get lots of support

from Calif.'s law enforcement community, other than the CDA and the CA State Sheriffs, no other law enforcement groups have announced their support. It is not known what groups will oppose Wilson's initiative, but sources see the ACLU or the Defense Bar as being among those who might. And there's always the potential for the CTA to get involved. The teachers and Wilson are still bitter enemies...

...FYI: The big negative with Wilson's measure is the cost. The preliminary estimates run the State hundreds of millions of dollars annually and local government tens of millions annually. Why the huge cost? This measure would place young criminals into the 3 Strikes system and many of these serious juvenile offenders are going to do hard time – and this will place a strain on the prisons. Stay tuned...

L.A. MAYOR RIORDAN TAKES ON 3 SCHOOL BOARD INCUMBENTS — LIKE SACTO MAYOR JOE SERNA.

Editor's note: The nation's 2nd largest school district holds its election on April 13th when 4 incumbents of the L.A. Unified School District face voters. L.A. Mayor Richard Riordan has waded into this election with a huge warchest in an effort to oust 3 of the 4 incumbents. Here's our update...

...Riordan's effort to oust Barbara Boudreaux from Dist. #1, Jeff Horton from Dist. #3 and George Kiri-yama from Dist. #7 is taken from the political play book of Sacramento Mayor Joe Serna. The situation in both L.A. and Sacto are similar: lousy test scores, high turnover of key school personnel, including teachers; and a board which makes dumb decisions. In 1995, Serna formed a blue ribbon panel called *The Mayor's Commission on Education & the City's Future*. The co-chair was current CA-State Treas. Phil Angelides, a long time Serna ally. They surveyed the situation and

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determined that most of the board had to go. It took two election cycles ('96 & '98), but all the targeted incumbents were ousted. Sources say the Sacto schools are being turned around. Consultant Richie Ross ran the campaigns, which cost \$300,000...

...Why are Calif. mayor's getting involved in school board elections? Simple. Good schools and an educated work force are an absolute requirement for keeping businesses and attracting new firms...

...But there are differences between L.A. and Sacto. For one thing, all school board members in Sacto are elected at large – thus TV is a good way to get your message across. L.A.'s board is elected by districts, thus cable tv and direct mail will be the campaign tools in this cycle. Riordan has collected a warchest of \$1.4 million and it could go higher. The mayor's group is called *The Coalition for Kids* and Riordan's key consultant, Bill Carrick, is managing this campaign. The campaign will be run as an independent expenditure, thus individual challengers are raising and spending their own resources. Genethia Hayes is challenging Boudreaux; Caprice Young is battling Horton; and Mike Lansing is challenging Kiriya. There are other candidates as well. The only incumbent on the Riordan slate is David Tokofsky...

...The key issue, like Sacto, is accountability. A poll taken for Riordan's coalition by pollster Arnie Steinberg shows that voters are "very angry" with the LAUSD. The 2 hot topics are the \$200 million Belmont Learning Center, the most expensive high school ever built in the U.S; and test scores, because 2/3rds of the students cannot read a grade level by the end of the 3rd grade. To a question posed by the *L.A. Times* about whether the LAUSD was in crisis, Tokofsky was the only incumbent not in denial. He said, "Yes."...

...FYI: Consultant Parke Skelton is running the campaigns for incumbent Horton and challenger Hayes; consultant Susan Burnside is handling Tokofsky; and consultant Tom Shortridge is working with Lansing. The big battle is between Horton and Young. On your reading list, *New Times L.A.* columnist Jill Stewart just wrote a slashing article about Horton called *Bozo Bashing*. www.newtimesla.com. Stay tuned...

CALPEEK'S CALENDAR OF POLITICAL EVENTS

Mar. 26-28	CA Demo Party convention at Sacto Convention Center.
Mar. 30	16th AD Special Election runoff.
Apr. 5	VP Al Gore dinner, Beverly Hilton Hotel, Beverly Hills.
Apr. 13	L.A. Muni Election.
Apr. 18	Pat Brown Institute 18 th Annual Awards Dinner, Biltmore Hotel, L.A.
June 8	L.A. Muni Runoff Election.
June 15	Calif. budget must be passed.

UPDATE: FIXING CALIF.'S OPEN PRIMARY LAW.

Editor's note: Two bills are still moving along to fix Calif.'s Open Primary law so that it will be in sync with RNC and DNC rules for selecting delegates to the major presidential party conventions. RNC & DNC rules don't permit cross-party voting when it comes to selecting convention delegates. Here's our update...

...Last week SB 28 did NOT get the required 27 votes for an *urgency bill*, so Sen. Steve Peace amended his legislation to make it a regular bill and it got 22 votes and it's now in the Assembly's Elections & Reapportionment Cmt. SB 28 calls the *coding of ballots*. By coding each ballot, registrars can eliminate the cross-party voting in the presidential primary when the ballots are counted a second time. The sponsor of SB 28 is Calif. SOS Bill Jones(R)...

...The other bill, SB 100 by Sen. John Burton, calls for a *double-ballot* solution (w/the 2nd ballot for GOP voters only). When heard before the Assembly E&R Cmt., testimony made it clear that the double-ballot concept was a GOP, not Demo solution. The Calif. Republican Party has a legal opinion which says that SB 100 is the only fix that the RNC will accept, but Jones thinks SB 100 may violate the Open Primary law and thus not stand up to a legal battle...

...Whatever the case, when SB 100 came up for a vote, GOP E&R committee members Marilyn Brewer and Peter Frusetta abstained. Our sources say GOP Assembly Leader Rod Pacheco asked Brewer and Frusetta to take a pass. What's going on!!! SB 100 passed the E&R committee and now goes to the Appropriations Cmt. Question: if SB 100 gets to Gov. Davis' desk, what are the odds he'll veto it?? Stay tuned...

AN IMPORTANT NOTICE FROM CALPEEK RE: THE EASY REFERENCE GUIDE AND CALPEEK'S CAMPAIGN DIRECTORY

We expect to produce both Calpeek's Easy Reference Guide and Calpeek's Law & Order Reference Guide within the next few weeks. You have our permission to reprint both and send them to all your clients, associates, etc. Because of the early 2000 primary, Calpeek will begin work on its 7th edition of the **Directory of Campaign Consultants** in April. We'll start by sending out questionnaires to consultants and then we'll solicit advertising to cover our printing and distribution costs. We hope to have the new Directory ready by late summer...

CAMPAIGN '99: EARLY SPRING MUNI ELECTIONS.

Editor's note: Here's another update on key municipal elections taking place this Spring...

◆ ***Bogaard Vs. Holden in Pasadena*** – When all the ballots were finally counted, it was Pasadena Mayor Chris Holden who made the April 20th runoff with former Mayor Bill Bogaard. Bogaard finished first with 43.2%, while Holden and Councilwoman Ann-Marie Villicana were separated by only 179 votes – each with about 24-25%. Holden's margin over Villicana dropped by 1 vote...

...Sources believe that Villicana's campaign may have been heavily damaged by the *Pasadena Star News*, which Mar. 6th published 2 unscientific polls showing Holden way in front, with Bogaard in 2nd and Villicana trailing badly in 3rd. In a written statement, Villicana blasted the newspaper for the way they conducted and reported these two surveys. According to Villicana, the polls were conducted by the paper's circulation department and the sample size was very small. The newspaper endorsed Bogaard...

◆ ***L.A.'s 14th Council District*** – Update. In what has to be considered a big shock, 3rd tier candidate Luis Cetina has been endorsed by SEIU's Joint Council 8, the city's biggest union. Cetina also was endorsed by Assemblyman Tony Cardenas. The endorsements put Cetina into the top tier along with Victor Griego, Nick Pacheco, Alvin Parra and Juan Jose Gutierrez, who recently was endorsed by Assemblyman Gil Cedillo. Assembly Speaker Antonio Villaraigosa formally endorsed Griego last week. Bottomline: when you look at endorsements, they're spread all over the place. L.A.'s citywide election is April 13th...

◆ ***Will L.A.'s Prop. 1 be on the slates?*** – According

to our sources, 10-12 of the biggest slates will not carry YES on Prop. 1 (the \$744 million bond measure for police & fire facilities) unless the backers of YES on 1 increase their initial offer of about 1 cent per unit. To a slate going to 136,000 voters, that's \$1,360. Most of the council and school board candidates who are going on slates pay anywhere from 5-12 cents per unit...

CAMPAIGN 2000: UPDATE ON LEGISLATIVE RACES.

Editor's note: Here's another update on some of the key legislative primary races for 2000...

☒ ***6th AD*** – Doug Boxer, a Marin Co. native and son U.S. Sen. Barbara Boxer(D), has taken himself out of the running for Kerry Mazzoni's 6th AD seat, which will be open next year because Mazzoni is *termed out*. The 33-year-old political internet company executive said his focus was on his new business venture, The Digital Democracy Group. Boxer said he might seek elective office down the road, but not now...

☒ ***17th AD*** – Seems we missed a few candidates who are looking at this seat now held by Mike Machado(D), who is *termed out*. In addition to Tracy Councilwoman Barbara Matthews, there's also CA Sen. Pat Johnston's aide, Cedric Mitchell. Johnston is said to be pushing hard for Mitchell. Another name which has surfaced is that of Stockton Councilwoman Ann Johnston (not related to Pat); and Stockton community activist Clarence Thomasson. On the GOP side, 2 names have surfaced: Escalon farmer Rick Veldstra, with lots of ag support; and Jerry Machado (not related to Mike), who is a trustee on the LAFCO. He's hired Gilliard/Blanning...

☒ ***42nd AD*** – Attorney Amanda Susskind has hired consultant Larry Levine for her Demo primary race in this AD now represented by Wally Knox. The primary field is crowded with at least 4-5 other Demos...

☒ ***28th AD*** – Add these Demo names to those looking at the open seat of Peter Frusetta(R), who is *termed out* in 2000: Monterey Co. Sup. Simon Salinas; legislative staffer Sandra Pizzaro; and Laborer's Union #270 official Ray Duran...

☒ ***79th AD*** – Update. Those Demos now looking seriously at Denise Duchney's seat include San Diego Councilman Juan Vargas; National City Councilman Nick Enzunza; and Duane Crenshaw. Stay tuned...

CALPEEK'S INFOBAHN: POLITICAL SHORT TAKES.

Editor's note: Here are few items, political and otherwise, worth noting...

■ **Rogan's World** – U.S. Rep. Jim Rogan(R-Glen-dale) is being *whipsawed* in two directions. Former GOP Assembly Speaker Curt Pringle is leading the charge urging Rogan to run against U.S. Sen. Dianne Feinstein(D) in 2000. But sources say Rogan's GOP House colleagues are urging him to stay put in the 27th CD. Another person urging Rogan to run for the Senate is former GOP Assembly leader Pat Nolan, now based in DC. Sources say Rogan recently met with former Gov. Pete Wilson to discuss a possible challenge to DiFi...

■ **No Surprise: L.A.'s the Place** – There was virtually no chance of the DNC picking any city other than Los Angeles for its 2000 presidential convention. The convention will be held from Aug. 21-24. *LA2000 Committee* convention co-chairs Eli Broad, Demo king-maker Bill Wardlaw, entertainment mogul David Geffen and businessman Ron Burkle will be on the hook for raising \$18.3 million, with L.A. city taxpayers paying zero. It's the first privately sponsored American political convention – normally cities and States foot the bills for such gatherings. FYI: the big attraction for the DC news media *won't* be Monica Lewinsky's home in Beverly Hills. As one political insider told **Calpeek**, "I'd like to have the sight seeing concession on taking the political news media to Hacienda Heights to see the Buddhist Temple – where that fundraiser with VP Al Gore took place." Hummm...

■ **2/3rds or 50%** – Backers of a plan to do away with the 2/3rds vote requirement in school bond elections and replace it with a 50%/majority rule requirement have submitted paperwork to the AG's office for Title and Summary. The proposed initiative goes by the name of "The Majority Rule Act for Small Classes, Safer Schools and Financial Accountability."...

■ **Dreier to Lead GOPAC** – In case you missed it, U.S. Rep. David Dreier(R-West Covina) has been named general chair of GOPAC, the political action committee which recruits, trains and raises money for GOP candidates. Dreier replaces U.S. Rep. John Shadegg of AZ as GOPAC chair...

CALPEEK'S NEW JOBS AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

● Gov. Gray Davis has appointed Karen A. Getman to chair the FPPC. Getman is the first woman to hold this job. She's 40, from S.F. and has 10 years experience in campaign & election law...

● Sally Ann Stewart has joined Sitrick And Co. after several years at the Public Counsel Law Center. She is a former correspondent for *USA Today*. Also joining the firm is financial reporter Jason Booth...

● Ms. Shelly Sullivan is the new director of media relations at Goddard*Claussen in Sacto...

● Andrew Govenar and Andrea Adleman have joined Assembly Speaker Antonio Villaraigosa's communications staff in the Capitol...

● U.S. Sen. Barbara Boxer(D-CA) has hired Matt-hew Kagan as So. Calif. director...

● Jesus Arredondo has been hired as media relations director of Stoorza, Ziegaus & Metzger in Sacto...

● L.A. Councilwoman Laura Chick has hired Eric Middleton as Sr. Legislative Deputy...

● Former legislative advocate Jack Crose has been named to the McPherson-Jones Comm. on Political Reform by SOS Bill Jones(R)...

CALPEEK'S MARKETPLACE NETWORK

● **Democratic polling firm** with national client base seeks mid-level or senior analysts for CA and DC locations. Political polling experience including questionnaire design and analysis a must. Fax resume and salary requirements to (202)244-4522...

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